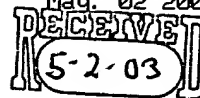


Official#19/E
W. Lawan
5/14/03*In the United States Patent and Trademark Office*

In re application of: Eyal Bartfeld	
For: METHOD AND APPARATUS FOR SELECTING AND DISPLAYING MULTI-MEDIA MESSAGES	
Serial No.: 09/484,730, conf. # 1034	Group: 2611
Filed on: 1/18/2000	Examiner: Reuben M. Brown
Correspondence Date May 1, 2003	Docket: 2000-001

Amendment and Response

Sir,

- 5 This amendment is in response to the office action mailed to applicant on February 3rd, 2003, and is submitted in accordance with the Revised Amendment Format under the waiver of 37 C.F.R. § 1.121 as issued by the Deputy Commissioner for Patent Examination Policy on 1/31/03.

- 10 Our understanding is that no fee is due in connection with this submission. If this understanding is incorrect, please charge any fee, or credit any overpaid amount, to Deposit Account No. 501392.

Please amend the above-identified application as follows: